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ESTIMATED ROW REQUIREMENT
 SUMMARY BY RELEASE CATEGORY

NO STORES	AVG CPM	AVG BRANDS	AVG REQ ROWS	AVG TOT ROWS	AVG PUB ROWS	AVG PM BRANDS	AVG PM REQ ROWS	AVG PM ROWS	AVG GAP ROWS
300-499	35	340	199	240	105	134	56	81	70
500+	1	500	199	269	106	163	58	98	72
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(OWNERS ONLY)